

THE CAMPUS VOICE

GREEN
FIELD

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RUTH COOPEE PIONEERS KINESIO TAPING THERAPY IN U.S.

Ruth Coopee, Assistant Professor in the Occupational Therapy Assistant (OTA) program, is one of the leading proponents of a new therapeutic treatment called Kinesio Taping. Developed in Japan and brought to the United States in 1995, kinesio taping utilizes a specialized woven cotton, elastic tape that, depending on how you apply the it, improves blood circulation and lymphatic flow, reduces muscle fatigue, and decreases spasm or overcontraction of a muscle.

The technique has helped post-mastectomy patients,

people who have had sprains or strains, and people suffering from repetitive trauma disorder or carpal tunnel syndrome, among others.

Ruth shares the following example: "I currently have a patient who suffered a very bad stroke two-and-a-half years ago, resulting in weakness in her foot and clawing of her toes. With application of the tape [over a six month period], she can now ambulate better and her toes are flat.

Ruth used the technique on herself this past summer. "I had lateral epicondylitis

[that is, tennis elbow] this summer, and I put the tape on and the pain went away!"

"One of the great things about the tape is that you can teach a caregiver to apply it, so a patient suffering from a chronic condition is not dependent on a therapist."

Kinesio taping is just one of Coopee's qualifications. In addition to her Master's degree in Occupational Therapy, Ruth is a Certified Hand Therapist and a certified Dr. Vodder Manual Lymph Drainage and Combined

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DONNA WILSON PARTICIPATES IN ACADEMIC "THINK TANK"

Donna Wilson, Associate Dean of Academic Affairs for Humanities, commenced her appointment to the Academic Deans Think Tank of the UMass/Boston Graduate School at Brandeis University. At their first meeting on October 16th, fourteen participants from both two- and four-year public and private colleges explored this year's

theme, The Associate Dean as Innovator in Higher Education.

"I think that there's a tendency to think that issues on your campus are issues *only* on your campus," says Donna Wilson. "And the fact of the matter is, an issue on your campus is more than likely an issue on someone

else's campus."

Donna cites outcomes assessment as one such example, and the corporate model in education as another. Donna expects the think tank to offer both practical and philosophical approaches to issues facing Greenfield Community College.

CAMPUS STORE IS "DEMAND DRIVEN"

That means, what the customer requests, the customer gets! As an institutionally owned store (as opposed to a leased store), "we have total control over what we're going to sell and the price we are going to sell it for," says Karen Phillips, Director of Auxiliary Services.

Take the diploma frame, for example—a popular gift item at holidays and graduation. "A lot of companies charge a hundred dollars or more for diploma frames," notes Karen. "We found a vendor that allows us to offer it at \$59.95. We just got a catalog in the mail from Follett [lease holder for the UMass campus store]. They're carrying the same one and selling it for \$129.00. There are actually several things in that catalog that we carry here at GCC for much less!"

It comes from knowing the marketplace, a skill at which Karen Phillips and her staff, Karen Cole and Alecia Bardwell, excel. By going to industry trade shows, pouring over competitors' catalogs, and dealing with manufacturers' representatives, they are able to offer the best selection and the best value to GCC students, faculty and staff.

Textbooks are just one facet of the Campus Store (Karen Cole's specialty!). The Campus Store offers cards, gifts, gift-wrapping paper, paperbacks, calendars, office supplies, and more. Clothing is a popular item. GCC windbreakers sell

out every time they come in. (That's what Wayne Collier, who won the staff give-away drawing this past fall, chose!) "We had a request from the Golf Tournament committee for golf shirts, so we started carrying those," says Karen P.

Their best-selling item? "We sell a lot of candy!" admits the staff. This was born out by repeat customer Gail Villeneuve (Community Service): "I love the Campus Store because they have candy!" Gail goes on to say, "We buy all our supplies here. I have to say that they have everything you would ever need to go to school here, or as an office here. Great place!"

"I think we do a very good job at pricing supplies," says Karen Phillips, "because a lot of customers will come back to us and say it costs the same or more at Staples. Or Staples will want you to buy a larger quantity. We cut it so you can buy one envelope, for example (five cents!), and that's what you need to do in a college store, because you've got students without a lot of money."

Their most unusual item? "We've gotten to the point where we don't think anything's unusual!" jokes the staff, who do their best to accommodate some pretty strange requests. Like, dog collars! "A lady called just recently; one of her kids goes to UMass and one of her kids comes here. One of them got a UMass dog collar for their dog, and she wanted to get her other kid a GCC dog

collar for the other dog!" (Karen Phillips is looking into it.)

In addition to cuddly stuffed animals (\$2.50 to \$20.95), check out the scaley, metallic frogs (\$2.50 to \$13.95), just right for draping over your computer monitor.

The customer base at the Campus Store is wider than you might think. "We have alumni who call from across the country and say, 'We looked you up on the web site—what can we get?'" They got an inquiry from a future student from Australia, and Paula Gastenveld's old colleagues called the Campus Store to order GCC items which they presented to Paula at a farewell party! In the works are plans for an e-commerce site on the GCC web page.

Don't miss the milk chocolates with the GCC wrappers; they come in a container ready for gift-giving (\$6.95). The Campus Store donated more GCC chocolates to the reaccreditation team during their recent visit than they might be willing to admit to! "Larry called me the first night, 'Karen, those candies are all gone! Can you get us some more?'" The staff of the Campus Store was pleased to oblige.

Donations to the campus holiday party, plus donations to student and community organizations, are part of their philosophy of doing business at the Campus Store. "It's just a nice thing to do; we've always done that."

CC TIMES PUBLISHES ARTICLE BY PETER ROSNICK

An opinion article, "Beware the Slippery Slope of Outcomes Assessment" by Peter Rosnick, Professor of Math, was published in the May 2, 2000 edition of *Community College Times*, the publication of the American Association of Community Colleges.

"I go against the prevailing winds right now," said Peter recently. "There's a huge pressure on institutions to do this in one form or another. It's not in and of

itself bad, but you have to be very cautious about what form it takes. I'm most immediately concerned about state level control."

Peter hopes to make people think more about it before they adopt outcomes assessment—in particular, outcomes assessment with centralized control. "People

talk about accountability and testing and so forth, and I just see it as incredibly rife with problems. Any time you have centralized control, you have the threat of politicizing the process. And as soon as the process becomes political, it loses its credibility. I very much feel in this situation that local control is essential."



DANCE FACULTY TO LEAD TOUR TO WEST AFRICA

A long cherished dream, supported by many months of planning, will become a reality this coming December when GCC dance faculty members Marilyn Middleton-Sylla and Sekou Sylla direct and lead a three-week study tour to Guinee, West Africa. Students will live with families in the capital of Guinee, and take excursions to other cities, including Kindia and Dubreka.

Students will have the privilege of attending rehearsals to dance, drum and sing with members of Les Ballets Africain, the company that Sekou Sylla performed with for many years. In addition to the study of dance, drumming, music, history and language (with time for sightseeing and shopping!), Middleton-Sylla is arranging for the U.S. students to go into schools in Guinee to offer demonstrations of U.S. dance and music styles as a form of cultural exchange.



At present, four GCC students are planning to attend: Amber Baker and Elizabeth Kendall, who are current GCC students, and Jessie Green and Cathlin Walker, who are GCC grads. (Cathlin Walker was awarded the Carolyn Nims-

McClellan Scholarship for excellence in dance last May.)

Earlier this fall, the fourth annual African and Caribbean Dance and Drum Celebration of Western Massachusetts attracted over 150 dancers and drum students from all across New England, plus Florida and Montreal, to the two-day event in Amherst. Organized by Marilyn Middleton-Sylla and Sekou Sylla, the event featured Cuban classes taught by Maura Isaac and Idalberto Bandera, principal dancers with Cuba's Cutumba Folkloric Dance Company. "All of the dance classes were accompanied by full percussion ensembles, which raised the energy level to near sublime!" reports Sharon Arslanian, Coordinator of the GCC Dance Department.

RUTH COOPEE PIONEERS NEW THERAPY

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Decongestive Therapist. Coopee also teaches for a continuing education company based in Wisconsin.

Coopee spent one recent weekend in Mankato, MN, where she spoke at the Minnesota Occupational Therapy Association Conference. Last November, she presented at the first international Kinesio Taping Association meeting in Tokyo, and next March she will speak at a major hand therapy conference in Philadelphia.

She is currently completing a chapter for a major, two-volume publication by Mosby for hand therapists entitled, *Rehabilitation of the Hand*. Coopee also teaches for a continuing education company based in Wisconsin.

Ruth is in the process of arranging a trip to Europe to do presentations and instructional sessions at schools in Germany, Belgium and Austria.

This spring, GCC will become the first educational institution nationwide to offer a series of classes offering certification as a kinesio taping practitioner.

"This makes GCC very unique," says Coopee. Future plans include reaching out to a larger population in western and central Massachusetts and southern Vermont to offer this unique certification opportunity.

NOMINATIONS SOUGHT FOR NEW AWARD

The GCC Alumni Association announces a new award created to honor distinguished alumni of Greenfield Community College. The first recipients of the annual award will be recognized at the Honors Convivium in May.

"We want to recognize the impact that GCC alums have not only on the college's service area, but also nationally and globally," says Nancy Mayberry,

Alumni Representative to the GCC Foundation. "Everywhere you turn, there are GCC alums who are prominent in business and industry, who are holding public office, providing human services, or serving their communities. Even though we will be singling out a few, the whole reason for doing this is to acknowledge them all."

Faculty and staff are in a great position

to nominate distinguished alums, notes Nancy Mayberry. Nomination forms and other info can be obtained through an e-mail message to alumni@gcc.mass.edu.



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The Campus Voice is distributed during the academic year by the President's Office to faculty, staff and trustees of Greenfield Community College and the GCC Foundation.

Please share your news by contacting Chris Harris, editor, in any of the following ways: Call 413/498-2133; fax to 413/498-2232; e-mail to harris@gcc.mass.edu. We welcome your submissions!

OFF CAMPUS: ALLEN DAVIS HELPS GET OUT THE VOTE

[Editor: GCC folks leave their mark on their communities as well as on campus. Allen J. Davis, Executive Director of the GCC Foundation, shared the following thoughts two days after the Presidential election.]

AJD: Tuesday, I went to Keene, New Hampshire to campaign for Al Gore because New Hampshire was very close and had four electoral votes and it could decide who was going to be President of the United States. I had also been up there on two previous Saturdays, and I was up there Monday night making phone calls. I brought a friend with me each time. I knocked on doors, talked to voters, distributed literature, and made some get-out-the-vote phone calls. I also was part of the visibility team holding six- to eight-foot signs for Gore and Lieberman and Jean Shaheen, who won her third term as governor.

I believe very strongly that as a citizen I have to do more than vote, and that includes giving of some of my money, time, and talent. I brought a few friends, as I said, and I hope that they'll stay involved in some way. As the old saying goes, democracy is not a spectator

sport. But for so many people in this country, it is a spectator sport. Even in this very close election I believe that less than half of the registered voters voted, and that's a long way from where we want to be. So I hope my small actions will ripple out and affect other people and that we can discuss how GCC can encourage and educate students, faculty and staff to be more active, engaged citizens.

Editor: What kind of reception did you get?

AJD: Very friendly. People in Keene are used to getting phone calls and knocks on

their doors because every four years they have a primary there. With very rare exceptions, people appreciated knowing more about the issues and the candidates and being reminded to go out and vote.

Editor: Do you see any relationship between being fundraising and campaigning?

AJD: Raising money and knocking on doors both require being passionate about something and taking risks. So maybe those are two common elements.

Editor: Does a person have to be born with those qualities, or can you develop them?

AJD: I believe that fundraisers, like baseball players or dancers or teachers, are made, not born. As the old joke goes, how do I get to Carnegie Hall? Practice, practice, practice! Anybody can do it, though most people think they can't.

I would challenge everybody to ask themselves what role did they play in this campaign? and to reflect on that and think about whether they would be willing to do more the next time.



"I believe very strongly that, as a citizen, I have to do more than vote, and that includes giving some of my money, time, and talent."

—Allen Davis